General Terms and Conditions (GTC)

for commissioned productions by authors, photographers, illustrators and other creatives (Contractors) for Deutsche Medien-Manufaktur GmbH & Co. KG (Client).

Preamble

I. The Client publishes magazines covering the topics of rural life, gardening, living, food and mindfulness, and continuously expands its business areas in print and digital media.

II. The Contractor is a freelance author (text, image, illustration, styling, etc.) within the meaning of copyright law.

III. The Client wishes to develop its good, cooperative working relationship with its freelance creatives. Such a partnership requires a balance that, on the one hand, allows the Client reasonable use of the contributions provided and, on the other, assures authors transparency and fair financial remuneration for such uses. This requires certain framework conditions, which are set out below.

§ 1 Scope of Application

1) These GTC apply to contracts between the Client and the Contractor (author) for the production of the Contractor's respective works, in particular texts, photographs, videos, audio recordings, illustrations, caricatures and other contributions ("Contributions").
2) Any terms and conditions of the Contractor that deviate from or conflict with these GTC shall not apply, even if the Contractor's terms and conditions are not expressly objected to in each individual case.
3) These GTC shall be deemed accepted once the commission has been accepted.

§ 2 Description of Services and Individual Commission

1) The Client shall specify the services to be provided by the Contractor (author) in each individual commission and describe them, in particular the subject and the desired style or character of the individual Contribution. The individual commission shall specify the delivery date and remuneration. The individual commission shall be issued in writing by email.
2) The Contractor shall then be responsible for the complete creation of the individual Contribution. The precise scope of the commission shall be set out in writing.
3) Unless otherwise agreed, the Contractor shall transmit the Contributions to the Client at the Contractor's own expense and risk.
4) The deadlines specified in individual commissions are fixed. Any postponement of the agreed deadline for a Contribution requires the Client's prior consent in text form.

5) For delivered photographs/images, the Contractor shall provide the Client with detailed and accurate image information, e.g. subject, location and date of capture and — following consultation with the Client — the names of persons depicted, including their professional titles and roles; for objects, exact descriptions shall be provided. The Contractor shall identify the images with a copyright notice bearing the Contractor's name.
6) Until publication of the Contribution, the Contractor shall not provide any third party with information about the subject on which the Contractor has been commissioned, except to the extent necessary to perform the commission. The Contractor undertakes not to work for other media companies during trips paid for by the Client or while performing the commission without the Client's prior consent, and to offer exclusively to the Client all additional notes made in connection with such trip or performance, including any photographs, video or audio recordings. The Contractor shall promptly notify the Client if third parties offer or promise financial or other benefits to the Contractor in connection with the commission.

§ 3 Rights of Use

1) Upon delivery of each Contribution, the Contractor grants the Client the exclusive, perpetual, worldwide and transferable right to use copyrights and related rights within the meaning of the German Copyright Act (Urheberrechtsgesetz), from the time those rights arise. The grant expressly includes the Client's right to use the Contributions across all titles, brands and the Client's company in all magazines, media offerings, publications, platforms and other editorial offerings published or to be published by the Client, regardless of the title, brand or organisational unit under which the use takes place. This includes, for example, the right to use the Contributions any number of times, in whole or in part, in current and future publications and media in any form, in print and digital formats, including any reproduction, public distribution and making available to the public. It also includes keeping the Contributions available in databases for research and download, archiving them and using them in press reviews. It further includes the right to digitise and electronically store the Contributions. The grant also covers types of use unknown at the time of commissioning, sublicensing and translation into other languages. The Client may also use the Contributions for its own advertising and public relations.
2) The Client is not obliged to exercise the rights transferred. Section 41 of the German Copyright Act remains unaffected.
3) The Client is entitled to use the works in any form and for any purpose, including but not limited to training, research, development and commercial applications, in AI systems, deep-learning models and other automated analysis or processing systems. Such use also includes the possibility of using these contents to improve algorithms, train machine-learning models and for all other applications in the fields of artificial intelligence and automation. Furthermore, the Client is entitled to generate and use content based on the

work that is created wholly or partly using AI technologies, while respecting the author's moral rights.

4) The Client has the right to edit the Contractor's Contributions, in whole or in part, in any form, while respecting the author's moral rights, and to combine them with and use them alongside other works or other material. In particular, the Client may obscure persons depicted to prevent possible impairment of personality rights, redact their real names, and make any other editorial changes required.
5) The Client is entitled to transfer, in whole or in part, the rights of use granted to it under this agreement to companies affiliated with it within the meaning of Sections 15 et seq. of the German Stock Corporation Act (AktG) (the "LV Group"), or to grant such companies corresponding sublicences (group-wide licensing). For each sublicensing to an affiliated company for consideration, the Contractor shall receive an additional share equal to 40% of the remuneration that the secondary user would itself have paid for the relevant work. This share shall become due upon conclusion of the relevant sublicence agreement. The Client shall inform the author of the nature and scope of the group-wide licensing.

§ 4 Liability

1) The Contractor warrants that the Contractor is entitled to dispose of the rights transferred and has not previously disposed of them in another manner. Rights transferred by the Contractor to collecting societies under exploitation agreements to the extent permitted shall remain unaffected.
2) The Contractor warrants that the Contributions delivered do not infringe third-party rights, in particular copyrights, rights of use, design rights, trademark rights or other industrial property rights, or personality rights. In particular, where persons are depicted, the Contractor shall obtain any consent required for their depiction and publication; where minors are depicted, consent from their legal representatives and, where applicable, the minors themselves shall also be obtained.
3) The author hereby confirms that the work was created exclusively by the author and without the involvement of AI or other automated systems. No form of editing, creation or generation using AI technologies or other automated processes formed part of the creation of the work.
4) The Contractor warrants that, after exposure, the Contractor has not manipulated or otherwise improperly altered photographic or video recordings; this does not include image editing expressly agreed with the Client.
5) The Contractor undertakes, upon first request, to fully indemnify the Client against any claims; this also applies to any legal defence and litigation costs.

§ 5 Remuneration

1) Remuneration shall be specified in the individual commission and shall be fixed and independent of time.

2) The remuneration agreed in the individual commission covers the transfer of all rights of use in accordance with these GTC. The right to further equitable remuneration under Sections 32a and 32c of the German Copyright Act (subsequent remuneration and remuneration for new types of use) remains unaffected.
3) The agreed fee shall become payable 30 days after delivery of the Contribution; where an invoice is issued, payment shall in addition not become due before receipt of a proper digital invoice.

§ 6 Costs and Expenses of the Contractor

1) The Contractor shall bear all costs of operating the Contractor's self-employed business, including technical equipment, computers, software and other work equipment.
2) Expenses shall be reimbursed only if agreed in advance and upon presentation of evidence; statutory claims for reimbursement of expenses remain unaffected.
3) If the Client provides the Contractor with individual items, for example for decoration, those items shall be used for the production and subsequently returned to the Client at the Client's expense, unless the Client expressly asks the Contractor to leave the items in the props department until they are returned.

§ 7 Relationship between Client and Contractor

1) The parties mutually intend to cooperate on a self-employed basis; no employment relationship or employment subject to social security contributions is intended to be established. Accordingly, no wage tax or social security contributions shall be withheld from or paid out of the remuneration. The Contractor shall be solely responsible for the tax and social security obligations arising from this cooperation.
2) The Contractor represents that the Contractor is not economically dependent on the Client.
3) The Contractor shall provide the services within the Contractor's own work organisation, using the Contractor's own business equipment and resources. The Contractor is free to determine the place and time of performance, unless otherwise dictated by the nature of the matter or by supplementary agreements between the parties. Contractually agreed service parameters must be observed. Any changes to the agreed services require a separate agreement with the Client.
4) The Contractor is entitled to decline commissions from the Client without giving reasons.
5) The Contractor has no entitlement to any minimum volume of commissions.
6) The Contractor is free to engage, at the Contractor's own expense, assistants who are personally and professionally suitable to perform the services.
7) The Contractor is free to work for third parties, in particular other publishers.
8) The Contractor shall pay tax on the Contractor's fee. The Contractor shall truthfully state whether the Contractor is liable for VAT. If the author is not assessed for income tax in the territory of the Federal Republic of Germany, the author shall notify the Client. In that

case, the Client shall make any tax withholding required by law. Withholding and payment of the tax may be dispensed with under a double taxation agreement if the author submits to the Client an exemption certificate issued by the competent tax office for the author's work for the Client. This certificate must be renewed regularly. Alternatively, depending on the amount of the fee, the simplified control notification procedure (possibly with the applicable residual tax rate) may be used where a double taxation agreement is in force. Information may be exchanged between the Federal Central Tax Office and the author's local tax authority.

9) The Contractor shall make their own arrangements for contributions to health, social security, pension and other insurance schemes, as well as for accident insurance or other insurance, for example for any accompanying persons or the Contractor's equipment.
10) For each calendar year, the Contractor shall notify the Client if the Contractor's turnover from the Client is expected to exceed 60 percent of the Contractor's total turnover. The Contractor warrants that, both in respect of the Contractor and any third parties engaged by the Contractor to perform the services, the Contractor shall fully comply with existing obligations to pay minimum wages, taxes and social security contributions.

§ 8 Confidentiality

1) The Contractor undertakes to keep confidential all business and trade secrets of the Client that become known to the Contractor in the course of the cooperation.
2) If, in the course of providing services to the Client, the Contractor gains access to personal data of the Client, protagonists or its customers, the Contractor shall also be subject to strict confidentiality. The Contractor undertakes to comply with applicable data protection laws, in particular the GDPR and the German Federal Data Protection Act (BDSG), and to safeguard telecommunications secrecy. Such data and information may be processed or used solely to perform the commission and only in accordance with the Client's instructions. Processing or use for any other purpose is expressly prohibited. The Contractor shall implement appropriate technical and organisational measures to protect such data and information adequately against unauthorised access. All of the foregoing obligations shall continue beyond the term of the commission. Mandatory statutory provisions to the contrary, for example statutory tax record-retention obligations, remain unaffected.

§ 9 Final Provisions

1) No verbal collateral agreements exist.
2) Unless expressly provided otherwise, a deadline shall be deemed observed upon receipt.
3) The exclusive place of jurisdiction for all legal disputes arising out of or in connection with this contract shall be Münster.
4) The law of the Federal Republic of Germany shall apply, excluding the UN Convention on Contracts for the International Sale of Goods.

5) If any provision or individual provisions of this agreement are or become invalid, in whole or in part, the validity of the remaining provisions shall not be affected. The parties shall replace the invalid provision with a permissible provision that comes closest to the meaning and purpose of the invalid provision. The same shall apply in the event of a gap in the agreement.